

PRELIMINARY AMENDMENT

Serial Number: 09/637,728

Filing Date: August 11, 2000

Title: COMPUTERIZED AUCTION SYSTEM FOR USE WITH MULTIPLE PURCHASING MEDIA

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Dkt: 494.005US1

CLEAN VERSION OF PENDING CLAIMS

Sub B1
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1. (Amended) A computerized auction system comprising:

a database of auction items available for purchasing in accordance with a set of rules associated with an auction, said database including at least one auction item and program data for a plurality of incentive reward programs, the at least one auction item having a bid value, said program data including a program incentive reward media type for each of the plurality of incentive reward programs;

an auction server operative to receive a request from a participant for displaying the auction items, said participant associated with one of the plurality of incentive reward programs; and

wherein the auction server reads the auction item, the bid value, and the program data, and converts the bid value to a display value having the program incentive reward media type of the incentive reward program associated with the participant.

Sub B2
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4. (Amended) The computerized system of claim 1, wherein the auction server only responds to requests received from a participant registered for the incentive reward program.

5. The computerized system of claim 1, further comprising a fulfillment component operative to determine the winning bid for the auction item and to arrange for delivery of an actual item associated with the auction item.

Sub B3
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6. (Amended) The computerized system of claim 5, wherein the auction item is a service.

7. (Amended) A computerized method for displaying auction bid data for an auction item, the method comprising:

receiving a request to display bid data from a participant;

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reading a program incentive reward media type from a database containing program data for a plurality of incentive reward programs, the program data determined based on the incentive reward program associated with the participant;

calculating a display amount in the program incentive reward media type by converting the bid data to the program incentive reward media type; and
displaying the display amount.

Sub B4
a4

10. (Amended) A computerized method for updating auction bid data for an auction item, the method comprising:

receiving from a participant a first bid amount for the auction item, the auction item having an item media type;

reading a program incentive reward media type associated from a database containing program data, the program data determined based on an incentive reward program associated with the participant;

calculating a second bid amount by converting the first bid amount in the program incentive reward media type to the item media type; and

updating a current bid amount for the auction item with the second bid amount.

Sub B5
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13. (Amended) A computer readable medium having computer executable instructions for performing a method for displaying auction bid data for an auction item, the method comprising:

receiving a request to display bid data from a participant;

reading a program incentive reward media type from a database containing program data for a plurality of incentive reward programs, the program data determined based on the incentive reward program associated with the participant;

calculating a display amount in the program incentive reward media type by converting the bid data to the program incentive reward media type; and

displaying the display amount.

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16. (Amended) A computer readable medium having computer executable instructions for performing method for updating auction bid data for an auction item, the method comprising:

- receiving from a participant a first bid amount for the auction item, the auction item having an item media type;
- reading a program incentive reward media type associated from a database containing program data, the program data determined based on an incentive reward program associated with the participant;
- calculating a second bid amount by converting the first bid amount in the program incentive reward media type to the item media type; and
- updating a current bid amount for the auction item with the second bid amount.

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